



## **Marketing & Branding**

**Will agents be able to use the Covered California brand for advertising and/or link to Covered California on their company website?**

**Will Covered California provide marketing materials for agents to co-brand or will agents be responsible for their own marketing?**

**Will agents be able to have a domain name with Covered California?**

**Will agents be able to use the Covered California brand for advertising and/or link to Covered California on their company website?**

Yes, Brand Guidelines will be included in the agent kit that will be provided to all Covered California Certified Insurance Agents. The guidelines will also be available on-line. ([↑](#))

**Will Covered California provide marketing materials for agents to co-brand or will agents be responsible for their own marketing?**

Covered California will have marketing materials available for Covered California Certified Insurance Agents to order and/or download. Certified Insurance Agents will also be able to create their own material, however the material will must be approved by Covered California prior to use. We will post this contact information with the guidelines that will be on-line. . ([↑](#))

**Will agents be able to have a domain name with Covered California?**

No, Covered California Certified Insurance Agents will not be able to create a Covered California domain name. Domain name guidelines will be included in the Brand Guidelines when posted. ([↑](#))